



## Sales Manager - PrintCo

Island Press is looking to fill the challenging and rewarding role of Sales Manager for our printing division. Reporting to the General Manager, this position works closely with the production team, responsible for all print revenue managing a dynamic team of Sales Account Managers.

### *Duties & Responsibilities:*

- Meet and exceed all revenue objectives while maintaining a minimum GP across multiple product lines.
- Manage the print department sales budget and ensure that sales targets, performance metrics and compensation are aligned with the company's goals and objectives.
- Cultivate key contacts within industry, government, and key businesses in Bermuda to grow print revenues across all products including lithograph, digital, vinyl and other new products as introduced.
- Implement an effective sales and marketing strategy with specific focus on new product growth within existing accounts while securing net new clients.
- Direct and indirect management of all local and international agencies ensuring that all products are being represented to their entire client base.
- Effective management of all house accounts both directly and in conjunction with assigned Account Manager or Customer Service Coordinator.
- Manage a portfolio of key clients to ensure revenue retention and growth.
- Be a visionary leader on print revenue growth including the use of new products and services. Identify gaps in product offering and develop new products to meet client/industry needs. Analyze on a macro level the existing Bermuda print market with respect to Lithographic, Digital and Large Format opportunities
- Initiate and implement timely, practical, pragmatic, forward thinking strategies to ensure a continued sales presence in the Bermuda print marketplace. This will be accomplished through continual training of existing sale staff and identification, sourcing and development of future, product specific sales account managers as required.
- Have a vast knowledge of selling all printing and related products.
- Execute marketing and promotion initiatives to promote all products and services available.
- Ensure the company supported CRM is being used to its fullest and constantly updated by all account managers containing accurate customer and opportunity content. Develop and execute a process to ensure all clients are seen on a regular basis considering their size and overall contribution. Ensure constant prospecting of dormant and new clients. Ongoing weekly and monthly management of all opportunities in conjunction with the account manager.
- Directly manage and oversee all sales and sales support staff including ensuring that all staff are adequately trained in the most current methods of selling and related practices. Support the sales team when negotiating proposals and contracts with clients.
- Conduct performance reviews in accordance with company policy and directives.
- Work closely with staff and customers to ensure timely billing, collection and accurate payment of sales commissions and establish and maintain the sales department budget.
- Lead and manage the performance of the sales department to ensure an exceptional customer experience.
- Provide monthly report to management by the 15th of each month, summarizing previous month's results and key activities including specific sales and activity plans for the next three months. Report to include KPI's such as win/loss details, market trends, competition, new product development etc.
- Must be willing to work outside of normal business hours for the purpose of developing customer proposals as required.

### *Minimum Qualifications, Skills & Experience:*

- A minimum of a Bachelor's Degree in marketing or advertising.
- At least ten years' experience in a role of a similar nature, with outbound sales and sales team management experience.
- Track record of success in sales and as a sales executive, ideally in print with specific sales and production knowledge of lithography, digital and vinyl products.
- Competency with PrintSmith MIS System, estimating, job entry, purchase orders, WIP report, sales reports is a definite asset.
- Demonstrated ability to anticipate trends and adapt accordingly.
- Excellent management and leadership skills, including the ability to develop and execute solid budgets, to attract and motivate staff and to foster teamwork and cooperation among staff and between departments.
- Excellent presentation skills; must have working knowledge of programs such as Microsoft Office and CRM tools.
- Resourceful and creative self-starter.
- Excellent written and verbal communication skills.

Please submit your resume to: [hr@bphl.bm](mailto:hr@bphl.bm) or to

**Island Press**

**ATTN: HR Department**

**2 Par-La-Ville Road, Hamilton, HM08**

**Bermuda**

**Tel: 295-5881**

**Closing date: July 13, 2018**